

	VOLUME		SHIPMENT SHARE		SHIPMENT INDUSTRY RANK		NIELSEN SHARE			
				FULL	RANK	FULL		FULL	RANK	RANK
			MSA VOL	YEAR	MSA VOL	YEAR	NIELSEN	YEAR	NIELSEN	YEAR
	ESTIMATE	SHIP Shr	ESTIMATE	SHIP Shr	ESTIMATE	SHARE	ESTIMATE	SHARE	ESTIMATE	YEAR
	1993 YEAR	1994	1993 YEAR	1994	1993 YEAR	1994	1993 YEAR	1994	1993 YEAR	1994
PHILIP MORRIS	194.7	215.0	42.21	44.27			43.78	46.1		
P.M. PREMIUM	144.9	173.1	31.41	35.65			33.64	37.5		
P.M. DISCOUNT	49.8	41.9	10.80	8.63			10.07	8.6		
TOT MARLBORO	108.5	134.6	23.52	27.72	1	NOT AVAILABLE	24.89	28.5	1	
TOT B + H	11.4	11.7	2.47	2.41	12		2.50	2.5	16	
TOT MERIT	10.6	11.4	2.29	2.34	14		2.80	2.8	11	
TOT V SLIMS	10.4	11.3	2.26	2.34	15		2.80	2.9	12	
TOT PARLIAMENT	3.0	0.7	0.65	0.63	30		0.53	0.6	32	
TOT SARATOGA	0.5	0.5	0.11	0.11	54		0.12	NA	51	
TOT COMMANDER	0.1		0.03		73			NA		
TOT PLAYERS BLACK	0.1		0.03		74		0.02	NA	66	
TOT C PLAYERS	0.1		0.02		77			NA		
TOT MULTIFLT			0.02		78			NA		
TOT PM INTERNATIONAL					92			NA		
TOT COLLECTORS CHOICE					93			NA		
TOT ENGLISH OVALS					96			NA	98	
TOT PLAYERS NON-FILTER					97			NA		
TOT HI LT					102			NA		
TOT BASIC	24.4	22.5	5.28	4.64	3		4.43	4.6	5	
TOT CAMBRIDGE	8.7	8.2	1.90	1.69	16		2.00	1.8	18	
TOT ALPINE	1.8	1.7	0.38	0.35	37		0.47	NA	35	
TOT BRISTOL	1.2	0.9	0.26	0.19	44		0.37	NA	37	
TOT BUCKS	0.2	0.2	0.05	0.03	64		0.08	NA	56	
TOT PLAYERS LT (25)	0.2	0.2	0.04	0.04	67		0.05	NA	62	
TOT FVB (PRIVATE LABEL)	13.3	8.2	2.89	1.70			2.59	1.6	13	